

4 ESSENTIAL METRICS TO DRIVE USED VEHICLE SUCCESS

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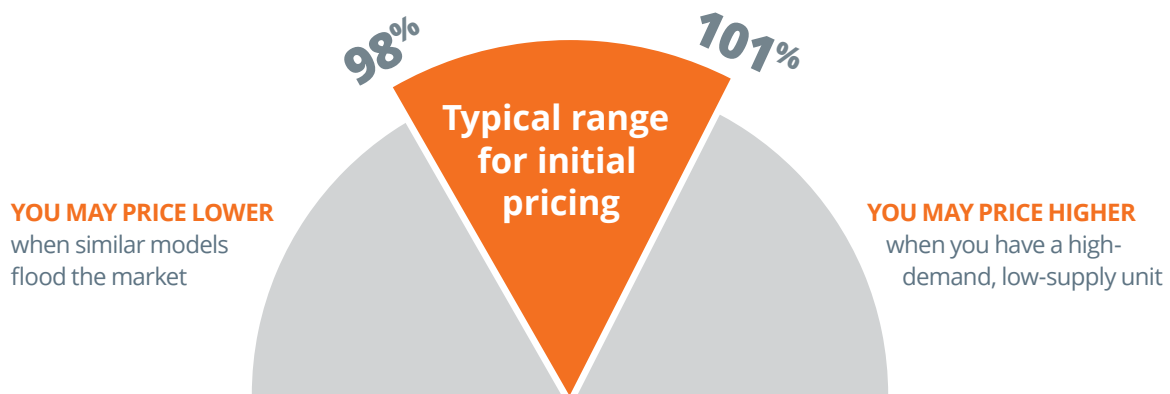
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PRICE TO MARKET

FIND YOUR PRICING SWEET SPOT

Pricing vehicles is like walking a tightrope. If you're too low, you lose money. If you're too high, you lose shoppers' interest. Price to Market tells you how your pricing compares to identically equipped vehicles on competitors' lots, so you can price in the sweet spot that gets attention without giving up gross.



HOW PRICE TO MARKET IMPROVES YOUR INVENTORY MANAGEMENT:



Stock the most profitable cars in your market



Compare your pricing to your competitors'



Price in your sweet spot, to drive profits and traffic

Provision gives you the tools you need to get more out of your metrics, including Price to Market. See it in action at vAuto.com/price